

AirQ Animated TV Commercial

A. PURPOSE AND INTRODUCTION

The Mid-America Regional Council (MARC), the metropolitan planning organization for the bistate Kansas City metropolitan area is seeking proposals from qualified firms for an animated TV commercial to market the Air Quality Program's "Take Care of Our Air" messages.

B. BACKGROUND

MARC serves as the metropolitan planning organization and association of local governments for the nine-county, bistate Kansas City region. MARC coordinates regional initiatives and provides support services to local governments in areas such as transportation, emergency response, environment, early learning and senior services.

The Mid-America Regional Council (MARC) coordinates the AirQ voluntary air quality program for the five-county, bistate Kansas City air quality maintenance area using a comprehensive marketing campaign, including television commercials, to educate the public about air quality issues affecting the region.

This television commercial will promote transportation-related messages and specific actions — like choosing alternative modes of transportation, stopping at the click when refueling and not voluntarily idling vehicles — to improve regional air quality. Quinton, an illustrated bird, has appeared in several print and transit ads and is a reoccurring character the program uses like a spokesman for improving air quality. The vendor must retain Quinton's likeness but may enhance his appearance to create an interesting and visually pleasing animation.

C. SCOPE OF WORK:

The vendor will create one (1) 30-second and one (1) 15-second, fully-animated TV commercial featuring Quinton the Air Quality Bird. The final videos must be complete by Friday, May 11, 2012.

MARC staff has developed a general script (Attachment G) for the 30-second TV commercial. The 15-second commercial will be a shortened version of the 30-second piece and will not include original content.

Animations will become the property of MARC and may not be reproduced or reused without written permission from MARC.

The Following Deliverables are expected under this proposal:

- Finished tapes, DVDs, CDs and/or electronic files

G. PROPOSAL SUBMITTAL REQUIREMENTS

To be eligible for consideration **two** hard copies and an electronic copy of the response to the RFP must be received by MARC no later than **5:00 p.m. CST, February 17, 2012.**

Submittals are limited to 12 pages, including all submittal elements, and must use no smaller than size 12, Times New Roman or Arial font. Late submittals will not be considered and will be

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returned to submitter unopened. The envelope package should be marked “**AirQ Animated Commercial RFP**” and addressed to:

Mid-America Regional Council
600 Broadway, Suite 200
Kansas City, MO 64105 – 1554
Attn.: **Jen Houston**

The following items must be addressed in all proposals:

1. **SCOPE OF WORK:** MARC Air Quality program staff has developed a specific Scope of Work. The Contractor will be required to comport with the elements as described, but they may expand and/or revise upon the Scope of Work if they feel their recommendations will maximize the cost-effectiveness of providing these services without compromising quality. If deviating from the work tasks as described, respondents must provide a detailed scope of work including specific methodologies and/or approaches on the proposed strategies that will be used to implement those changes. Innovative approaches for completion of the Scope of Work are encouraged.
 - A. The name and address of the contracting firm, together with the name, telephone and fax number, and email address of the primary contact person for purposes of this proposal
 - B. A listing of all proposed subcontractors, if any.
 - C. See Attachments A and B.
2. **CONTRACT PRICE:** Proposals should indicate the cost of services to be provided. Also required is a schedule by task of man-hours, equipment, and services. See Attachment B.
3. **QUALIFICATIONS:** Proposals should indicate general and specific qualifications of the proposing firm in disciplines appropriate to this project. A brief narrative (four pages maximum) regarding the firm’s capabilities to carry out this project, including special assets, areas of expertise, tools and design resources, etc., to which the firm may have access. Proposals shall also include:
 - A. A listing and samples of previous relevant animation work undertaken on similar projects within the last five (5) years, showing contract amounts, description of work performed, client contact persons, phone numbers, and email addresses;
 - B. Resumes of key professional staff who will be assigned to this project;
 - C. Description of the workload of individuals assigned to this project during the period of this project. Any reassignment of designated key staff will not occur without mutual consultation and consent by MARC.
 - D. Three references including telephone and email contact information.
4. **DISADVANTAGED BUSINESS ENTERPRISE (DBE) REQUIREMENTS AND PARTICIPATION:** MARC’s DBE policy requires that qualified DBEs be afforded an equitable opportunity to participate in contracts. Proposers are encouraged to involve DBEs in subcontracts or joint ventures. MARC’s 2012 DBE goal is 14 percent.

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DBE proposers should submit, with their proposals, Intent to Perform As A Disadvantaged Business Enterprise (DBE), Attachment F, for each proposed DBE contractor, subcontractor, or joint venture. Certification of DBEs will be made in accordance with MARC's Disadvantage Business Enterprise Program.

5. **AFFIRMATIVE ACTION CHECKLIST**: If applicable, proposers must complete and enclose with their proposal company's Affirmative Action Plan (see Attachment C Affirmative Action Checklist).
6. **CERTIFICATION REGARDING DEBARMENT**: Each proposer is required to certify by signing the "Certification Regarding Debarment, Suspension, and Other Ineligibility and Voluntary Exclusion" (Attachment F). "Certification Regarding Debarment, Suspension, and Other Ineligibility and Voluntary Exclusion" is a certification that the proposer is not on the U.S. Comptroller General's Consolidated Lists of Persons or Firms Currently Debarred for Violations of Various Contracts Incorporating Labor Standards Provisions.
7. **NOTICE TO VENDORS** – E-Verify: See Attachment E, Section 285.525 – 285.550 RSMo – Effective January 1, 2009

Effective January, 1 2009 and pursuant to the State of Missouri's RSMO 285.530 (1), No business entity or employer shall knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the state of Missouri.

As a condition of the award of any contract or grant in excess of five thousand dollars (\$5,000.00) by the state or a political subdivision of the state (e.g., MARC) to a business entity, ..., the business entity (Company) shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Every such business shall sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services (RSMo 285.530 (2)).

Those Contractors providing service to MARC over \$5,000 shall comply with Sections 285.525 through 285.550 R.S.Mo.:

- Submit a completed, notarized copy of AFFIDAVIT OF COMPLIANCE WITH SECTION 285.500 R.S.MO., ET SEQ. For Contracts over \$5,000.00 (attached),
- The Company does not knowingly employ any person who is an unauthorized alien in connection with the contracted service, and
- Provide documentation evidencing current enrollment and participation in a federal work authorization program (e.g., electronic signature age from E Verify program's Memorandum of Understanding (MOU)).

For vendors that are not already enrolled and participating in a federal work authorization program, E-Verify is available from the following:

http://www.dhs.gov/xprevprot/programs/gc_1185221678150.shtm

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Confidentiality of Information Contained in the Proposals Submitted in Response to this RFP. MARC is a public organization and complies with the Missouri Sunshine Law. All proposals and supporting documentation submitted to MARC in response to a RFP will remain confidential until a final contract has been executed. A Proposer shall give specific attention to the clear identification of those portions of its proposal that it considers confidential, proprietary commercial information or trade secrets, and provide justification why such materials, upon request, should not be disclosed by MARC under the Missouri Sunshine Law requirements. Proposers are advised that, upon request for this information from a third party, MARC is required to make an independent determination whether the information can be disclosed. Information which is claimed to be confidential is to be clearly labeled as "Proprietary". The Proposer's entire proposal response package shall not be considered proprietary.

H. SELECTION PROCEDURE: MARC staff will review submissions and select those that best meet the evaluation criteria set forth below. Those proposers and/or proposer teams will be selected by **Feb. 22, 2012**. The final selection of a Contractor shall occur on **March 7, 2012** (contingent upon subsequent approval by MARC's Board of Directors). MARC reserves the right to negotiate a contract, including a scope of work, and contract price, with any proposers or other qualified party.

This Request for Proposal does not commit MARC to award a contract, to pay any cost incurred in preparation of a response to this Request, or to procure or contract for services or supplies. MARC reserves the right to accept or reject any and all responses received as a result of this Request, or cancel this Request in part or in its entirety if it is in the best interests of MARC to do so. Proposers shall not offer any gratuities, favors, or anything of monetary value to any officer, employee, agent or director of MARC for the purpose of influencing favorable disposition toward either their proposal or any other proposal submitted as a result of the Request for Proposal.

MARC reserves the right to suggest to any or all proposers to the Request for Proposals that such proposers form into teams of consulting firms or organizations deemed to be advantages to MARC in performing the Scope of Work. MARC will suggest such formation when such relationships appear to offer combinations of expertise or abilities not otherwise available. Proposers have the right to refuse to enter into any suggested relationships.

All Proposals submitted hereunder become the exclusive property of MARC.

I. PROPOSAL EVALUATION CRITERIA

The proposals submitted by each Firm or Team, will be evaluated according to the following factors, in order of priority:

- A) Demonstration of understanding of the project and approach to meeting the client's needs in response to the RFP
 - 1) Understanding the proposed scope of work
 - 2) General organization and clarity of the proposal
 - 3) General understanding of the regional significance of the project
 - 4) Ability to promote and convey air quality messaging

- B) Qualifications of the firm
 - 1) Experience of the project manager

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- 2) Experience of the prime contractor(s) and subcontractor(s)
 - 3) Experience of other assigned individuals
 - 4) Familiarity with using animation to convey environmental messages
- C) Availability of necessary manpower and cost for timely completion of the required tasks
- 1) Total project cost
 - 2) Project schedule and timeliness of products
 - 3) Total person – hour commitment
 - 4) Total hours committed for the project manager
- D) References reflecting previous work experience of the project team and satisfactory accomplishment of contractor responsibilities
- 1) Quality of final product
 - 2) Ability to meet work schedules
 - 3) Responsiveness to client input
- E) Level of Disadvantaged Business Enterprise (DBE) Participation
- 1) Level of DBE participation

J. PRESENTATIONS: The project selection team *may* require oral presentations by those firms identified on the short list of proposers. Presentations will be held at MARC or a site designated by MARC. On-site meetings are preferable, but other options will be considered for out-of-region applicants or if weather conditions warrant.

K. CONTRACT AWARD: MARC will notify the selected candidate by telephone, email and in writing. Following verbal notification, MARC will negotiate a standard professional service agreement with the selected candidate. The selected candidate's proposal will be incorporated by reference in the contract. Additionally, MARC will notify, in writing, the candidates who are not selected.

L. PROTEST PROCEDURES: In the course of this solicitation for proposals and the selection process, a proposer (bidder or offer or whose direct economic interest would be affected by the award of the contract) may file a protest when in the proposer's opinion, actions were taken by MARC staff and /or the selection committee which could unfairly affect the outcome of the selection procedure. All protests should be in writing and directed to Mr. David Warm, Executive Director, Mid- America Regional Council, 600 Broadway, Suite 200, Kansas City, MO 64105. Protest should be made immediately upon occurrence of the incident in question but no later than three (3) days after the proposer receives notification of the outcome of the selection procedure. The protest should clearly state the grounds for such a protest.

Upon receipt of the protest, MARC's Executive Director will review the actual procedures followed during the selection process and the documentation available. If it is determined the action(s) unfairly changed the outcome of the process, notifications with the selected proposer will cease until the matter is resolved. If the Executive Director determines that the selection process followed appropriate procedures, MARC staff will notify the party filing the protest in writing of such finding.

M. PROJECT SCHEDULE:

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The following is a tentative schedule for the Contractor selection process:

Activities	Schedule
RFP issued	Friday, February 3, 2012
Proposals Due	Friday, February 17, 2012, 5pm CST
Short List Announced	Wednesday, February 22, 2012
Interviews	February 29–March 2, 2012 (if needed)
Selection pending MARC Board Approval	March 7, 2012
Contract Execution/ Notice to proceed	March 12, 2012
Project Completion	May 11, 2012

N. PROJECT BUDGET: The selection of a vendor for this project will be based on the scope of work with strong preference given for lowest and best qualified bid. MARC is using federal money to fund this project. The final level of contractor funding and contract price will be negotiated between MARC and the contractor.

- Estimated project range: **\$25,000**
- Period of Performance – **March 2012 to May 2012**

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ATTACHMENT A

1. A copy of MARC's COST/PRICE SUMMARY SHEET has been attached for your convenience Attachment B.
2. Complete the AFFIRMATIVE ACTION CHECKLIST Attachment C
3. Complete the CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION Attachment D.
4. Complete the INTENT TO PERFORM AS A DISADVANTAGE BUSINESS ENTERPRISE (DBE). If Contractor elects to perform as a DBE Attachment E.
5. E – Verify Attachment F.
6. Draft Script Attachment G.

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ATTACHMENT B Cost/Price Summary Sheet

Consultant: E-Shipping	Name of RFP: Trade Data Exchange Phase III		
DETAILED DESCRIPTION	Estimated Hours	Rate/Hour	Total Estimated Cost
1. Direct Labor			\$0.00
			\$0.00
			\$0.00
			\$0.00
A. Total Direct Labor Cost	0		\$0.00
2. Burden (Overhead)			
Fringe Benefits			\$0.00
Overhead			\$0.00
B. Total of Burden			\$0.00
C. Total Direct Labor Costs and Burden (A+B)			\$0.00
D. Fixed Fee (Profit % applied to A+B)			\$0.00
E. Total Cost plus Fee (C+D)			\$0.00
3. Other Direct Cost			
F. Total Other Cost			\$0.00
4. Special Equipment			\$0.00
			\$0.00
G. Total Special Equipment			\$0.00
5. Travel			\$0.00
			\$0.00
H. Total Travel			\$0.00
I. Total Consultant (E+F+G+H)			\$0.00
6. Subcontractors			
J. Total Subcontractors			\$0.00
L. Total Estimated Cost and Fixed Fee (I+J)			\$0.00

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ATTACHMENT C

AFFIRMATIVE ACTION CHECKLIST:

Federal regulations require that any firm 50 or more employees soliciting an assisted federally funded contract must have an affirmative action program. If applicable, please provide a brief response to the following items that would typically be covered in any such program. You may provide a copy of your program and reference appropriate pages.

1. Date plan was adopted
2. Name of Affirmative Action Officer
3. Statement of commitment to affirmative action by the chief executive officer
4. Designation of an affirmative action officer, of assignment of specific responsibilities and to whom the officer reports.
5. Outreach recruitment
6. Job analysis and restructuring to meet affirmative action goals
7. Validation and revision of examinations, educational requirements, and any other screening requirements.
8. Upgrading and training programs
9. Internal complaint procedure
10. Initiating and insuring supervisory compliance with affirmative action program
11. Survey and analysis of entire staff by department and job classification and progress report system
12. Recruitment and promotion plans (including goals and time tables)

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ATTACHMENT D

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION

This Certification is required by the regulation implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98 Section 98.510, Participants' responsibilities. The Regulations are published as Part II of the June 1985, Federal Register (pages 33, 036-33, 043)

Read instructions for Certification below prior to completing this certification.

1. The prospective proposer certifies, by submission of this proposal that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in this transaction by any Federal department or agency.
2. Where the prospective proposer is unable to certify to any of the statements in this certification, such prospective proposer shall attach an explanation to this proposal.

Date

Signed – Authorized Representative

Title of Authorized Representative

Instructions for Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion:

1. By signing and submitting this agreement, the proposer is providing the certification as set below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department, or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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ATTACHMENT E

INTENT TO PERFORM AS A DISADVANTAGE BUSINESS ENTERPRISE (DBE) OR MBE/WBE

Project Title and Description:

The undersigned intends to perform work in connection with the above project as (check one):

_____ Prime Contractor

_____ Subcontractor

_____ Joint Venture

_____ Other (please specify)_____

If applicable name of prime contractor or joint venture partner:

The DBE or MBE/WBE status of the undersigned is confirmed by a DBE or MBE/WBE Certification from one or all of the following (please provide copy of current Certification Certificate):

_____ MRCC (Missouri Regional Certification Committee)

_____ KDOT

_____ MoDOT

_____ City of Kansas City Missouri

_____ Kansas City Area Transportation Agency (KCATA)

_____ Other (please specify) _____
(MARC may require additional certification documentation)

The undersigned is prepared to perform the following described work in connection with the above project (attach additional sheet in needed),

at the following price _____

Name of DBE or MBE/WBE Firm:

By: _____
Signature of DBE or MBE/WBE Firm's Authorized Representative

_____ Date:

(Please Print Names of Authorized Representative)

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SAMPLE MEMORANDUM OF UNDERSTANDING

Company ID Number: _____

The foregoing constitutes the full agreement on this subject between the SSA (Social Security Administration), DHS (Department of Homeland Security) and the Employer.

The individuals whose signatures appear below represent that they are authorized to enter into this MOU (Memorandum of Understanding) on behalf of the Employer and DHS respectively.

To be accepted as participant in E-Verify, you should only sign the Employer's Section of the signature page. If you have any questions, contact E-Verify Operations at (888) 464 – 4218.

Employer (your Company Name) _____

Name (Type/ or Print)

Title

Signature

Date

Department of Homeland Security – Verification Division

Name (Type/ or Print)

Title

Signature

Date

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ATTACHMENT G

SAMPLE 30-SECOND TV COMMERCIAL SCRIPT

Scene 1:

Quinton sits on the shoulder of a person pumping gas. When that person stops at the click, Quinton gives him a high five.

Graphic: Fueling up? Stop at the Click!

Scene 2:

A happy and upbeat Quinton flies to the next scene where he lands on a girl's shoulder just as she walks out of the front door of her house with a soccer ball under her arm. A car with a mother and son pull up; the mother honks the horn and waves to the girl's father standing in the doorway. The girl and Quinton get into the back seat of the carpool. The car drives out of frame.

Graphic: Carpool

Scene 3:

We see a line of cars, with one occupant each, waiting at a stop light. Quinton coughs as he flies through the emissions coming from one of the car's tailpipes. He flies through a transit bus' window and sits on the shoulder of a passenger. They both cough and look at the line of cars as the passenger pats Quinton on the back to help him clear his throat. The passenger shuts the window and they both take a deep breath of fresh air. Quinton flies down the bus aisle high-fiving everyone along the way.

Graphic: Bus

Scene 4:

Quinton sits on top of an ATM smiling while a teenager, in a work uniform, turns off his engine while he deposits his check.

Graphic: Don't Idle.

Scene 5:

Quinton perches himself on the windowsill just as someone finishes washing the last dinner dish. Cut to the outside of an apartment building, Quinton flies over the roof and meets up, whistling, with a family as the parents walk and kids bike down the street to an ice cream shop.

Graphic: Walk or Bike

Scene 6:

Quinton flies above and we see a bird's-eye view of a suburban scene of people practicing clean-air habits.

Graphic: You can help us all breathe easier.

Carpool • Bus • Walk • Bike

Don't Idle

Stop at the Click!

Take CARE of our Air